

Yunfei (Jesse) Yao

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CURRENT POSITION

The Chinese University of Hong Kong, Assistant Professor of Business Administration, July 2023 - present

EDUCATION

University of California, Berkeley, Ph.D. Business Administration, 2023

Stanford University, Exchange student in Economics, 2019

University of Michigan, B.S. Mathematics, B.S. Statistics, 2017

Peking University, Major in Mathematics, 2012 - 2015

RESEARCH INTERESTS

Strategic considerations of AI/ML, privacy, search, information economics

PUBLICATIONS (P: Ph.D. or pre-doc student, A: assistant professor, at the time of project initiation)

6. **Algorithmic Targeting and the Precision-Recall Trade-off** *Marketing Science*, forthcoming.
Ganesh Iyer, Yunfei (Jesse) Yao, and Zemin (Zachary) Zhong^A
5. **Privacy and Polarization: An Inference-Based Framework** *Management Science*, forthcoming.
Tommaso Bondi^A, Omid Rafieian^A, and Yunfei (Jesse) Yao
Extended Abstract at EC'24 (25th ACM Conference on Economics and Computation)
4. **Reputation for Privacy** *Marketing Science*, 2025, 44(5), 1145-1162.
Yunfei (Jesse) Yao
3. **Search Fatigue, Choice Deferral, and Closure** *Marketing Science*, 2025, 44(5), 1188-1211.
Z. Eddie Ning^A, J. Miguel Villas-Boas, and Yunfei (Jesse) Yao
2. **Dynamic Persuasion and Strategic Search** *Management Science*, 2024, 70(10), 6778-6803.
Yunfei (Jesse) Yao
1. **A Dynamic Model of Optimal Retargeting** *Marketing Science*, 2021, 40(3), 428-458.
J. Miguel Villas-Boas, and Yunfei (Jesse) Yao

WORKING PAPERS (P: Ph.D. or pre-doc student, A: assistant professor, at the time of project initiation)

- **Non-stationary Pricing and Search**
(with Wee Chaimanowong^P)
- **Strategic Disinformation Generation and Detection** Minor revision at *Management Science*
(with Wenxiao Yang^P and Pengxiang Zhou^P)
- **Invitation to Search or Purchase? Optimal Multi-attribute Advertising** Major revision at *Management Science*
- **A Consumer Search Explanation for Hidden Fees**
(with Samir Mamadehussene^A and Jingbo Wang^A)

TEACHING

- Instructor, Digital Marketing (MS), 2023 - present
Teaching Evaluation: 2023: 5.9/6, 5.8/6 (adjusted mean/total)
2024: 5.9/6, 5.9/6, 5.9/6
2025: 6.0/6, 5.9/6, 5.9/6
- Graduate Student Instructor (2019 - 2023):
Game Theory (MBA), Marketing Strategy (MBA), Microeconomic Theory I, II (PhD), Marketing (UG)

INDUSTRY EXPERIENCE

SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

HONORS AND AWARDS

- Journal of Industrial Economics Fellow, 2022
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020

SELECTED TALKS

University College London	2026
Marketing Theory Seminar Series	2025
Hong Kong University of Science and Technology	
City University of Hong Kong	
2025 China India Insights Conference	
SICS – 23rd Summer Institute in Competitive Strategy	
14th Workshop on Search and Switching Costs (discussant)	
3rd Asia-Pacific Marketing Academy Conference	
NYU Shanghai Research Workshop	
Hong Kong Quant Marketing Brown Bag Series	
19th Annual Bass FORMS Conference (discussant)	
Berkeley Economics Theory Lunch	
SICS – 22nd Summer Institute in Competitive Strategy	2024
46th INFORMS Marketing Science Conference	
Hong Kong Quant Marketing Mini Conference	
Hong Kong Quant Marketing Brown Bag Series	
18th Annual Bass FORMS Conference	
CUHK and CUHK-SZ Joint Marketing Workshop	
ISMS Marketing Science Conference	2023
Bay Area Marketing Symposium	
Berkeley Economics Theory Lunch	
17th Annual Bass FORMS Conference (discussant)	
Berkeley/Columbia/Duke/MIT/Northwestern IO Theory Conference (one of four <i>JIE fellows</i>)	2022
Peking University	
Nova School of Business and Economics	
University of Melbourne	
University of Texas at Dallas	
University of Rochester	

Hong Kong University of Science and Technology
The Chinese University of Hong Kong
University of Illinois Urbana-Champaign
University of California, Berkeley
Berkeley Economics Theory Lunch *2

SERVICE

To the field:

Editorial Review Board Member:

Marketing Science

Reviewer:

Management Science (Business Strategy Department, Marketing Department),

◦ 2025 *Management Science* Meritorious Service Award

Marketing Science,

Journal of Marketing Research,

RAND Journal of Economics,

Production and Operations Management,

Quantitative Marketing and Economics,

Review of Industrial Organization,

HICSS

To the university:

Sessions with Visiting Committee, 2025

JUPAS IBBA (undergraduate) program interviewing panelist, 2024, 2025

Academic Advisor for IBBA Students, 2023 – present

To the department:

Executive Committee, 2025 – present

Seminar coordinator, 2024 – present

Doctoral program interviews, 2023

Faculty recruiting interviews, 2023

ADVISING

- Wee Chaimanowong, Ph.D. co-author
- Wenxiao Yang, Ph.D. co-author
- Pengxiang Zhou, pre-doc co-author and letter writer, placed at the University of Southern California (Ph.D.)
- Yachong Wang, first-year paper advisor
- Teng Yu, Independent Research supervisor